

## APPENDIX ONE – RESEARCH ETHICS FORM

**NAME:** Rutuja Deepraj Jadhav

**COLLEGE:** London College of Fashion

IF YOUR RESEARCH INVOLVES PARTICIPANTS, PLEASE COMPLETE QUESTIONS 1 TO 9. IF NOT, GO TO QUESTION 10 BELOW.

**1. Will the participants be: (please tick as appropriate)**

- Students at the University ✓ (for pilot survey)
- Participants outside the University ✓
- Other (please specify)

**2. How will participants be recruited and how many will be involved?**

Participants shall be recruited through four social media platforms – LinkedIn, Facebook, WhatsApp, and Instagram. The study is expected to require minimum 100 survey respondents.

**3. What will the participants be asked to do? (Explain in terms appropriate to a lay person)**

Participants will be asked to answer behavioral and attitudinal questions regarding their use of multibrand fashion apps in the U.A.E, by filling in an online questionnaire.

**4. What potential risks to the interests of participants do you foresee and what steps will you take to minimize those risks? (A participant's interests include their physical and psychological well- being, their commercial interests; and their rights of privacy and reputation).**

This study presents minimal risk to participants. One of the risks that may be encountered by participants is relating to their rights of privacy. This shall be minimized by ensuring that all data reported remains anonymous.

**5. What potential risks to yourself as research student do you foresee and what steps will you take to minimize those risks? (e.g. does your research raise issues of personal safety for you or others involved in the project, especially if taking place outside working hours or off University premises).**

This study presents minimal risk to the researcher. Personal health might be at risk in case of having to collect responses in the field, owing to COVID-19. However, chances of having to conduct a field survey shall be minimized by collecting as many responses as possible online.

**6. Please attach a copy of proposed written consent form and information sheet to be given to participants. If you are not obtaining written consent or supplying an information sheet, please explain the reasons for this.**

Attached: ✓ (Included on the cover page of the questionnaire).

7. Does your project involve children or vulnerable adults e.g., a person with a learning disability?

- YES/ NO ✓

If YES, you must refer to the Guidance Note on Informed Consent in the Code of Practice on Research Ethics and obtain a Criminal Records Bureau (CRB) check.

Please tick to confirm this has been obtained: N/A

Please refer to the guidance note on data protection available at <http://www.arts.ac.uk/research/researching-actual/researcher-support/> before answering the next question. Please consider the value of coding; the importance of secure storage and disposal of personal information, particularly sensitive data (e.g. records of health, origin, criminal record etc.)

**8. Will you be obtaining personal data from any of the participants?**

YES/ **NO** ✓ – only email IDs from respondents intending to participate in the lucky draw. These will not be linked to other answers. Email IDs will be deleted after announcement of the lucky draw winner, at the end of the data collection period.

**If YES:**

(a) Give details:

(b) How will you store and use this information during the course of your research?

(c) What parts of this information will be confidential?

(d) Will you separate personal identifiers from other (coded) personal data, and if so, how will you safeguard the key?

(e) Will personal data be irreversibly anonymized or, if you have separated the data, will the linking code between the two databases be destroyed?

(f) At the conclusion of your research:

(i) Which of your data sets do you intend to retain personally for use in future research?

(ii) Which do you intend to archive for other researchers?

(iii) Which do you intend to destroy?

(g) Depending on your answers to (f):

(i) If you intend to retain certain data sets for future use or to archive them:

(i.i) How will they be stored?

(i.ii) Will participants be informed what data will be retained, and will their consent be obtained for this – yes

(ii) If you intend to destroy certain data sets at the conclusion of the research:

(ii.i) Explain why this is appropriate –

(ii.ii) How will you ensure that the data will be disposed of in such a way that there is no risk of its confidentiality being compromised?

**9. Will payments to participants be made? YES/ NO ✓**

**10. Will any restrictions be placed on the publication of results? YES ✓ / NO**

Yes, all sections of this work shall be subjected to copyright. No sections of this work may be reproduced in any format without the authority of the researcher, the supervisor, and UAL.

**11. I confirm my responsibility to deliver the project in accordance with the Code of Practice on**

**Research Ethics of the University of the Arts London (the University). In signing this form, I am also confirming that:**

**a) The form is accurate to the best of my knowledge and belief.**

**b) There is no potential material interest that may, or may appear to, impair the independence and objectivity of researchers conducting this project.**

**c) I undertake to conduct the project as set out in the application unless deviation is agreed by the University and to comply with any conditions set out in the letter sent by the relevant College Research body and/or the University's Research Ethics Sub-Committee.**

**d) I understand and accept that the ethical propriety of this project may be monitored by the relevant College Research body and/or the University's Research Ethics Sub-Committee.**

Signature of

Researcher: Rutuja Deepraj Jadhav

Date: 28<sup>th</sup> July 2021.

**12. I support this project and have reviewed it with the applicant:**

Signature of

Supervisor: \_\_\_\_\_ Cigdem Gogus \_\_\_\_\_ Date: \_\_\_\_\_  
30/07/2021 \_\_\_\_\_